

(Jesse) Yunfei Yao

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EDUCATION

University of California, Berkeley, Ph.D. Marketing, 2022 (expected).

Advisors: J. Miguel Villas-Boas, Brett Green

Committee members: David Ahn, Ganesh Iyer, Zsolt Katona

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

◦ Competitive Strategy

◦ Incentives, Information, and Contracts

◦ Continuous-time Dynamics

WORKING PAPERS

??? (with *Brett Green*)

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

COMPUTER SKILLS

R, Stan, Matlab, SAS, and LaTeX

SELECTED GRADUATE COURSEWORK

Marketing:

Marketing Strategy

Discrete Choice Model

Choice Theory and Modeling

Structural Models*

Bayesian Modeling*

Judgment and Decision Making

J. Miguel Villas-Boas

Przemek Jeziorski

Fred Feinberg

Puneet Manchanda

Anocha Aribarg

Ellen Evers

Economics:

Microeconomic Theory I

Microeconomic Theory II

Macroeconomic Theory I

Decision Theory

Game Theory

Game Theory

Mechanism Design

Contracts, Information, and Incentives

Theory and Practice of Auction Market Design*

Continuous-time Methods in Economics

Continuous-time Asset Pricing Theory

Corporate Finance Theory

David Ahn

Haluk Ergin

Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas

David Ahn

Gabriel Carroll

Yuichiro Kamada

Philipp Strack

Ilya Segal

Paul Milgrom, Michael Ostrovsky

Yuliy Sannikov

Richard Stanton

Brett Green, Dmitry Livdan

Industrial Organization (theory)
Industrial Organization (empirical)
Psychology and Economics (theory)*

Joseph Farrell
Kei Kawai
Dmitry Taubinsky

Econometrics, Statistics, OR, and CS

Econometrics I
Econometrics II
Machine Learning
Statistical Inference
Linear Model
MCMC
Linear Programming
Probability Theory
Stochastic Processes

Michael Jansson, Bryan Graham
Demian Pouzo, James Powell
Jacob Abernethy
Ya'acov Ritov
Ya'acov Ritov
Yves Atchade
Jon Lee
Robert Keener
William Wen

*: audit

References

◦ **J. Miguel Villas-Boas**

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(510) 642-1250, villas@haas.berkeley.edu

◦ **Brett Green**

Associate Professor of Finance, Haas School of Business, UC Berkeley
(510) 643-1421, greenb@berkeley.edu

◦ **Ganesh Iyer**

Professor of Marketing, Haas School of Business, UC Berkeley
(510) 643-4328, giyer@haas.berkeley.edu

◦ **David Ahn**

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